

**IN THE CLAIMS:**

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~strikethrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please AMEND claims 1, 11 and 15 and ADD new claim 17 in accordance with the following:

1. (CURRENTLY AMENDED) A system for dynamic display of advertising material, comprising:

a plurality of input sources for receiving scheduling information and advertising material in the form of at least one image object for scheduling display of said advertising material during an allocated time slot;

a database for storing said at least one image object;

a server for managing said advertising material in accordance with said scheduling information; and

at least one billboard located in a public space accessible by the public for displaying to the public said at least one image object during said allocated time slot and, prior to expiry of said allocated time slot, triggering a communication session with said server where the server is responsive to a request initiated by said billboard and without requiring the billboard to continuously listen for a request from the server to upload and display a further image object during a respective further time slot which results in a secure communication with the server, wherein said billboard is visible to the server only upon said triggering of the communication session.

2-5. (CANCELLED)

6. (ORIGINAL) The system of Claim 1 wherein said server comprises:

a distribution engine for uploading said scheduling information and said advertising material from said plurality of input sources, for managing said advertising material and for providing said advertising material to said at least one display location; and

a slot allocator for monitoring said scheduling of said display.

7. (ORIGINAL) The system of Claim 6 wherein said server further comprises:  
a transaction system for enabling payment, cancellations and status checking.
8. (ORIGINAL) The system of Claim 1 wherein said server further comprises a  
monitoring system for providing a view of said advertising material, allocated to a display  
location, to at least one of said plurality of input sources.
9. (ORIGINAL) The system of Claim 7 wherein said server further comprises:  
a location identifier for providing description, statistical and technical information  
concerning said at least one display location to at least one of said plurality of input sources.
10. (CANCELLED)
11. (CURRENTLY AMENDED) A method for dynamic display of advertising, comprising :  
accessing a server, via said network, to retrieve available time slots associated with at  
least one billboard;  
selecting a time slot from said available time slots for displaying advertising material;  
storing said advertising material in a database;  
uploading said advertising material from said database to said billboard prior to  
occurrence of said selected time slot;  
displaying said advertising material to the public at said billboard located in a public  
space accessible by the public when said timeslot occurs; and  
initiating from said billboard a communication session with said server where the server  
is responsive to a request initiated by the billboard and without requiring the billboard to  
continuously listen for a request from the server for uploading further advertising material from  
said database to said billboard upon expiry of said timeslot for further display at said billboard  
during a respective further time slot which results in a secure communication with the server,  
where said billboard is visible to the server only upon said initiating of the communication  
session.
12. (PREVIOUSLY PRESENTED) The method of Claim 11, further comprising:  
searching for a billboard before selecting a time slot from said available time slots.

13. (PREVIOUSLY PRESENTED) The method of Claim 12, further comprising:  
retrieving billboard location data after searching for a billboard location.
14. (PREVIOUSLY PRESENTED) The method of Claim 11, further comprising:  
checking said advertising material for technical integrity before storing said advertising  
material in the database.
15. (CURRENTLY AMENDED) The method of Claim 11, further comprising:  
~~the step of performing financial transactions before said step of uploading of~~ said  
advertising material.
16. (PREVIOUSLY PRESENTED) The method of Claim 15, wherein of the operation of  
performing financial transactions includes calculating transaction fees and aggregating air time  
information.
17. (NEW) A method of dynamically displaying an advertising material, comprising:  
requesting a communication session from a billboard to a server storing the advertising  
material;  
establishing the communication session between the billboard and the server only in  
response to said requesting from the billboard; and  
transmitting the advertising material to the billboard based on the established  
communication session.